



Michigan Department of Labor & Economic Growth  
**MICHIGAN LIQUOR CONTROL COMMISSION (MLCC)**

7150 Harris Drive, P.O. Box 30005  
Lansing, Michigan 48909-7505

**APPLICATION FOR ON-PREMISES PROMOTION  
TO AWARD PRIZES OR CONDUCT GIVEAWAYS IN EXCESS OF \$250.00**

Michigan Liquor Control Commission rules require on-premises licensees to obtain prior Commission approval to conduct a contest or other activity whereby the licensee or any other person is awarding or giving away anything of value over \$250.00 per day, except for golf and bowling tournaments which do not require prior Commission approval. These events also generally require an Entertainment Permit to be held by the on-premises licensee. Contests or activities giving away anything of value less than \$250.00 per day do not require prior Commission approval; however they may still require an Entertainment Permit. Please read these instructions carefully, to avoid having your application returned due to missing or deficient information.

Administrative **Rule R 436.1435** states as follows:

*“(1) An on-premises licensee shall not allow contests in which the licensee or any other person gives away anything of value over \$250.00 per day, except upon written order of the commission, and shall not accept or retain anything of value from a person in exchange for sponsoring or promoting a contest or tournament.*

*“(2) An on-premises licensee shall not allow a contest or tournament of any kind in which the sale, use, or consumption of alcoholic liquor is a necessary part of the contest or tournament or in which alcoholic liquor is given as a prize to the participants of the contest or tournament.*

*“(3) An on-premises licensee shall not allow a promotion on the licensed premises in which anything of value over \$250.00 per day or any alcoholic liquor is given away without adequate and appropriate consideration, except as provided in this rule or upon written order of the commission. An on-premises licensee shall not accept or retain anything of value from a person in exchange for sponsoring a promotion except upon written order of the commission.”*

Also, Administrative **Rule R436.1019** states as follows:

*“A licensee shall not participate in or sponsor any contest that requires the use or consumption of alcoholic liquor or features alcoholic liquor as a prize in connection with a contest.”*

Please use the APPLICATION FOR ON-PREMISE PROMOTION form (below) when applying for request to award prizes in excess of \$250.00 per day. Be sure to submit your application at least 10 – 14 days prior to the promotion date to ensure adequate time for Commission review.

**IMPORTANT:** MCL 436.1916 requires an on on-premises licensee to hold an Entertainment Permit from the Michigan Liquor Control Commission for all contests regardless of the prize level. If you do not hold an Entertainment Permit in conjunction with your on-premises license, you may also apply for temporary authorization for this event, pursuant to Administrative Rule R 436.1407. The commission may issue up to 12 daily temporary permits to a licensee each calendar year upon written request of the licensee. Application for Temporary Permit, which also requires local law enforcement approval, can be found at: [http://www.michigan.gov/documents/dleg/LC-146\\_Temporary\\_Authorization10-15-2007\\_214392\\_7.pdf](http://www.michigan.gov/documents/dleg/LC-146_Temporary_Authorization10-15-2007_214392_7.pdf)

All questions pertaining to on-premises contests and other activities awarding prizes or giving away anything of value, or whether an Entertainment Permit is required for your event should be directed to the Enforcement Division at (517) 322-1370.



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**PART I: COMPLETE ALL INFORMATION IN THIS SECTION**

Licensee Name: \_\_\_\_\_ DBA: \_\_\_\_\_  
 Business ID #: \_\_\_\_\_  
 Business Address \_\_\_\_\_  
 Street Address: \_\_\_\_\_ City: \_\_\_\_\_ County: \_\_\_\_\_  
 Zip Code: \_\_\_\_\_  
 License Type and Number: \_\_\_\_\_ Business Phone: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_

**APPLICATION MUST BE RECEIVED AT LEAST 10-14 DAYS PRIOR TO THE DATE THE EVENT IS BEING HELD OR THERE MAY NOT BE SUFFICIENT TIME FOR COMMISSION REVIEW AND CONSIDERATION.**

**PART II: PROMOTION/EVENT DATE(S) AND TIME**

Date(s) requested: \_\_\_\_\_ Time: \_\_\_\_\_

*\*\*If event is occurring on any day after 2:30A.M., or before noon on Sunday, you must hold or obtain an Official Permit to allow patrons to be on the licensed premises at other than the legal hour. Licensees may apply for up to 12 Temporary Permits that would allow for after hours for up to 12 days. Temporary Permit application can be downloaded from: [http://www.michigan.gov/documents/dleg/LC-146\\_Temporary\\_Authorization10-15-2007\\_214392\\_7.pdf](http://www.michigan.gov/documents/dleg/LC-146_Temporary_Authorization10-15-2007_214392_7.pdf)*

**PART III: CHECK TYPE(S) OF PROMOTIONS/EVENTS AND ANSWER QUESTIONS**

**RANDOM DRAWING(S)**  
 (Entertainment Permit required \*\*) Random Drawing Requirements:  
 1. **Registration for the random drawing is open to everyone and accepted by phone, fax, mail, or in person.**  
 2. **Winners of random drawing need not be present to win.**  
 3. **No purchase can be required to enter a random drawing.**  
 4. **Prizes can't be exchanged for cash or alcoholic beverages at the licensed establishment. Cash prizes must be awarded in the form of a check.**  
 5. **Nothing of value is accepted from an alcoholic beverage manufacturer or wholesaler.**

**TOURNAMENT (Pool, Darts, etc.)** Tournament Type: \_\_\_\_\_  
 (\*Commission approval is not required for golf or bowling tournaments.)  
 (\*\*Entertainment Permit required, except for golf, bowling, pool, darts or big buck tournaments.)

**CONTEST(S) (Costume, Talent, Karaoke, Trivia, etc.)** Contest Type: \_\_\_\_\_  
 (\*\*Entertainment Permit required.)

**OTHER, please describe and explain:**  
 (\*\*Entertainment Permit may be required.)

*\*\*Temporary Entertainment Permit application can be downloaded from MLCC Website at: [http://www.michigan.gov/documents/dleg/LC-146\\_Temporary\\_Authorization10-15-2007\\_214392\\_7.pdf](http://www.michigan.gov/documents/dleg/LC-146_Temporary_Authorization10-15-2007_214392_7.pdf)*

Dressing Rooms required?  YES  NO

If YES, describe what areas will be used as dressing rooms

PUBLIC RESTROOMS AND KITCHENS MAY NOT BE USED AS DRESSING ROOMS.

**NOTE:** A Topless Activity Permit is required if your event will involve any female topless activity, by employees or customers. A Temporary Topless Activity Permit application can be downloaded from MLCC Website at:

[http://www.michigan.gov/documents/dleg/LC-146\\_Temporary\\_Authorization10-15-2007\\_214392\\_7.pdf](http://www.michigan.gov/documents/dleg/LC-146_Temporary_Authorization10-15-2007_214392_7.pdf)

1. Explain in detail how the promotion/event will be conducted. (Please attach another page if needed)

2. Describe and state the retail value of each prize to be awarded. (Please attach another page if needed)

3. Who will be paying for and supplying the prizes?

4. Will there be a cover charge or entrance fee for the contest or tournament?  Yes  No

If YES, explain:

5. Will there be any alcoholic beverage items with a brand name logo used as prizes or part of the contest?

(Alcoholic beverage wholesalers and suppliers are generally prohibited from providing anything of value to licensees.)

Yes  No If YES, please describe items and source of items.

**IMPORTANT:** No alcoholic beverages may be used as part of any contest or as a prize for any contest!  
No licensee may receive anything of value from another licensee without prior Commission approval pursuant to Rule R436.1035.

Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_